

Mahindra Auto records highest ever SUV sales of 54504 vehicles, a 25% growth and highest ever total volumes of 96648 in October 2024

Auto

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Mumbai, November 01, 2024: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading automotive companies, today announced that its overall auto sales for the month of October 2024 stood at 96648 vehicles, including exports.

In the Utility Vehicles segment, Mahindra sold **54504** vehicles in the domestic market, a growth of **25%** and overall, **55571** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **28812**.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**,
"We are excited to have clocked the highest-ever SUV sales of 54504 vehicles in October, a growth of 25% and highest ever total volume of 96648, a growth of 20%. The month began on a fantastic note with Thar ROXX garnering 1.7lakh bookings in the first 60mins and the positive momentum continued across the SUV portfolio through the festive season."

Passenger Vehicles Sales Summary (Domestic) – October 2024

Category	October	YTD October
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F25	F24	% Change	F25	F24	% Change	
Utility Vehicles	54504	43708	25%	314714	258612	22%
Cars + Vans	0	0	-	0	10	-100%
Passenger Vehicles	54504	43708	25%	314714	258622	22%

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – October 2024						
Category	October			YTD October		
	F25	F24	% Change	F25	F24	% Change
LCV 2T*	3935	4335	-9%	23127	24964	-7%
LCV 2 T – 3.5 T**	23893	20349	17%	125536	123077	2%
LCV > 3.5T + MHCV	984	1031	-5%	7186	7434	-3%
3 Wheelers (includes electric 3Ws)*	9826	9402	5%	50440	48628	4%

Exports – October 2024						
Category	October			YTD October		
	F25	F24	% Change	F25	F24	% Change
Total Exports*	3506	1854	89%	18233	16170	13%

**Includes sales made by subsidiary company Mahindra Last Mile Mobility Limited w.e.f. September 01, 2023*

***Above Sales includes Bolero Maxx PUP HD 2.0 tonne*

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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